## ORDER

Orders Order / Rev: 107368 Alt Order #: 06860522 Product Desc: JOE HECK 4 CONGRESS Estimate: 2797 Flight Dates: 10/03/12 - 10/16/12 Primary AE: Amy McCreary Original Date / Rev: 10/02/12 / 10/02/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Placement, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 7669 Stagers Loop Billing Cycle: EOM/EOC Delaware, OH 43015 Agency Commission: 15% Advertiser Name: Heck, Joe for Congress Demographic: A35+ New Business Thru: Product Codes: PLC02 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID: Revenue Codes: POLITICAL/AGY, PCAN, GEN Agency External ID:

## Bill Plan

Bill Plan					
Start Date	End Date	Gross Amount	Net Amount	Month	
10/01/12	10/16/12	37	\$35,400.00	\$30,090.00	Octobe

Month	# Spots	Gross Amount	Gross Amount Net Amount	
October 2012	37	\$35,400.00	\$30,090.00	Rating 0.00
Totals	37	\$35,400.00	\$30,090.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KSNV	34%	\$35,400.00		
Market	100%	\$104,117.65		
Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$33,317.65
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$26,029.41
KTUD	1%	\$1,041.18
KVVU	4%	\$4,164.71
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$4,164.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts	Rate Pri	Rtg Type Si	oots	Amount
E 1	KSNV	10/03/12		M-F 6-7a WakeUp w/	STEEL STATE OF THE	6-7a	WT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
	NEWS												
	<u>Star</u> Veek: 10/0		End Date 10/07/12	Weekdays Sp	ots/Week 2	Rate \$700.00	Rating 0.00						

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KSNV

 Order / Rev:
 107368
 Advertiser:
 Heck, Joe for Congress

 Alt Order #:
 06860522
 Product Desc:
 JOE HECK 4 CONGRESS

Flight Dates: 10/03/12 - 10/16/12 Estimate: 2797

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount KSNV 10/03/12 10/04/12 M-F 6-7a WakeUp w/WaCM 6-7a --WT :30 2 \$700.001 0.00 NM \$1,400.00 M-F 6-7a WakeUp w/Wagners **NEWS End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --WT--\$700.00 0.00 E 2 KSNV 10/08/12 10/10/12 M-F 6-7a WakeUp w/WaQM M-W----:30 2 \$700.001 0.00 NM 2 \$1,400.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 M-W--\$700.00 0.00 E 3 KSNV 10/15/12 10/15/12 M-F 6-7a WakeUp w/WaCM 6-7a M----30 1 \$700.001 0.00 NM 1 \$700.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 M----\$700.00 0.00 E 4 KSNV 10/10/12 10/12/12 **Today Show** CM 658a-9am --WTF--:30 \$900.001 0.00 NM 1 \$900.00 **Today Show** TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF-\$900.00 0.00 E 5 KSNV 10/09/12 10/09/12 **Today Show** CM 658a-9am -T----:30 \$900.001 0.00 NM 1 \$900.00 Today Show TODAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$900.00 0.00 E 6 KSNV 10/12/12 10/12/12 Today Show 658a-9am CM July Fran :30 \$900.001 0.00 NM 1 \$900.00 Today Show TODAY Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$900.00 0.00 10/15/12 10/16/12 E 7 KSNV **Today Show** CM 658a-9am MT----:30 \$900.001 0.00 NM 1 \$900.00 Today Show TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----\$900.00 0.00 E 8 KSNV 10/03/12 10/05/12 M-F Early News CM 5-630p --WTF--:30 3 \$1,200.001 0.00 NM 3 \$3,600.00 M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -WTF--3 \$1,200.00 0.00 E 9 KSNV 10/08/12 10/12/12 M-F Early News CM 5-630p MTW-F--:30 4 \$1,200.001 0.00 NM \$4,800.00 M-F Early News NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MTW-F-\$1,200.00 0.00 E 10 KSNV 10/15/12 10/15/12 M-F Early News CM 5-630p M-----:30 1 \$1,200,001 0.00 NM \$1,200.00 M-F Early News NEWS Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 M-----\$1,200.00 0.00 E 11 KSNV 10/04/12 10/05/12 M-F Wheel CM 7-730pm ---TF--30 2 \$1,300,001 0.00 NM 2 \$2,600.00 M-F Wheel of Fortune WHEEL Start Date End Date Spots/Week Weekdays Rate Rating Week: 10/01/12 10/07/12 ---TF--2 \$1,300.00 0.00 M-F Wheel E 12 KSNV 10/09/12 10/12/12 CM 7-730pm -T--F--:30 2 \$1,300.001 0.00 NM \$2,600.00 M-F Wheel of Fortune WHEEL Weekdays Start Date End Date Spots/Week Rate Rating -T--F--Week: 10/08/12 10/14/12 \$1,300.00 0.00 E 13 KSNV 10/04/12 10/05/12 CM 730-758pm ---TF--:30 \$900.001 0.00 NM \$1,800.00

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KSNV

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Order / Rev:

107368

Advertiser:

Heck, Joe for Congress

Alt Order #: Flight Dates: 06860522

10/03/12 - 10/16/12

Product Desc. Estimate:

JOE HECK 4 CONGRESS

2797

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Ln Ch Start End	inventory Code Break FacetoFace/Raiston Repc	Start/End 1	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
	FacetoFace/Raiston Report								
FACE	a desired desired stone report								
Start Date	Weekdays Spots/Week		Rating 0.00						
E 14 KSNV 10/08/12 10/12/12	FacetoFace/Raiston Rep@M	730-758pm	M-W-F	:30	3	\$900.001	0.00 NM	3	\$2,700.00
	FacetoFace/Raiston Report	11967-1820, DARGOR <b>S</b> EDALA		467476	-		0.00 1111		V2.750.00
FACE	55K 6555								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12 10/14/12	M-W-F 3	\$900.00	0.00						
E 15 KSNV 10/15/12 10/15/12	PacetoFace/Raiston RepOM	730-758pm	M	:30	1	\$900.001	0.00 NM	্ৰ	\$900.00
	FacetoFace/Ralston Report						SECURITY LISTELL	.,.	C. Parisonne de Co.
FACE									
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/12	M 1	\$900.00	0.00						
E 16 KSNV 10/10/12 10/11/12		11pm-1135p	mwT	:30	2	\$1,200.001	0.00 NM	2	\$2,400.00
111-1216	M-F News 3 at Eleven								
NEWS	4943 N. W. 4843 N. 10449 N.								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12 10/14/12		\$1,200.00	0.00			3			
E 17 KSNV 10/08/12 10/11/12		11pm-1135p	m M-WT	:30	3	\$1,200.001	0.00 NM	3	\$3,600,00
NEWS	M-F News 3 at Eleven							,	
ALCONOMIC CONTROL OF THE SECOND OF ADMINISTRAL OF	Weekdows Control	0-1-	<b>B</b> .E.					)	
Start Date	Weekdays Spots/Week	Rate \$1,200.00	Rating 0.00						
E 18 KSNV 10/15/12 10/15/12		ACCORDING TO THE PARTY OF	5990		1241	#4 000 on4		- 2	20 200 10
2 10 KONV 10/13/12 10/13/12	M-F News 3 at Eleven	11pm-1135p	M	:30	(I)	\$1,200.001	0.00 NM	1	\$1.200.00
NEWS	MH News 3 at Cleven								
Start Date End Date	Weekdays Spots/Week	Rate	Rating				Ĩ		
Week: 10/15/12 10/21/12	M 1	\$1,200.00	0.00						
E 19 KSNV 10/06/12 10/13/12		6a-7a	5-	:30	4	\$350.001	0.00 NM	2	£700.00
	News 3 Sunrise SATURDAY	Ud-1 d		.30	'	\$350.001	U.UU NIVI	2	\$700.00
150									
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	S- 1	\$350.00	0.00						
Week: 10/08/12 10/14/12	S- 1	\$350.00	0.00						
E 20 KSNV 10/03/12 10/07/12	Wake Up Early w/ Wagn@M	430a-5a	WT5	:30	2	\$100,002	0.00 NM	2	\$200.00
	Wake Up Early Wagners					en e		-77	and a section
EARLY									
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12 10/07/12	WTS 2	\$100.00	0.00	- N 294					